

Subject: Good news if you like your privacy

Good News if You Like Your Privacy!



Here's How You Could Make Money Online As One of the New... **FACELESS CREATORS**

Hello NAME

"I don't know how you do it."

This is what a few people have said to me over the years.

They're not referring to my undoubted business genius 😊 – but to the way that I have absolutely no qualms about putting myself at the forefront of my business.

Since the early days of *What Really makes Money*, I've been happy to have my name signing off the newsletters, promotions and emails,

...I've stepped onto stages to present to clients and customers...

...I've spoken in videos, webinars and live online events.

...My face has appeared on banners, squeeze pages and in sales letters.

And I'm sure you've seen my beaming visage appear at the tops of these emails from time to time!

But I'll admit...

IT IS NOT FOR EVERYONE.

Far from it...

A lot of people – not just readers of this newsletter, but friends and clients – tell me that they'd be way too shy to put themselves out there in public like that.

It's not only shyness...

They worry about exposing their lives and compromising the privacy of themselves and their loved ones.

Some are ashamed of mistakes they've made in the past, and panic that skeletons in their closets might get dragged out into the open.

Others feel like their previous experiences in life, or their current job, will somehow undermine their credibility.

And lots of people will get nagging (and almost always unfounded) fears like, "I'm too old," "I'm too young," "I'm too working class", "I'm too posh", "I'm too fat", and so on.

I know that this puts a lot of people off running a home business.

Because it feels like, at some point, everyone who runs ANY kind of enterprise in this digital age must step in front of a camera, or hustle for attention on social media, share their story on a website or sign-off personal emails to subscribers.

If this is something that concerns you, I have some good news...

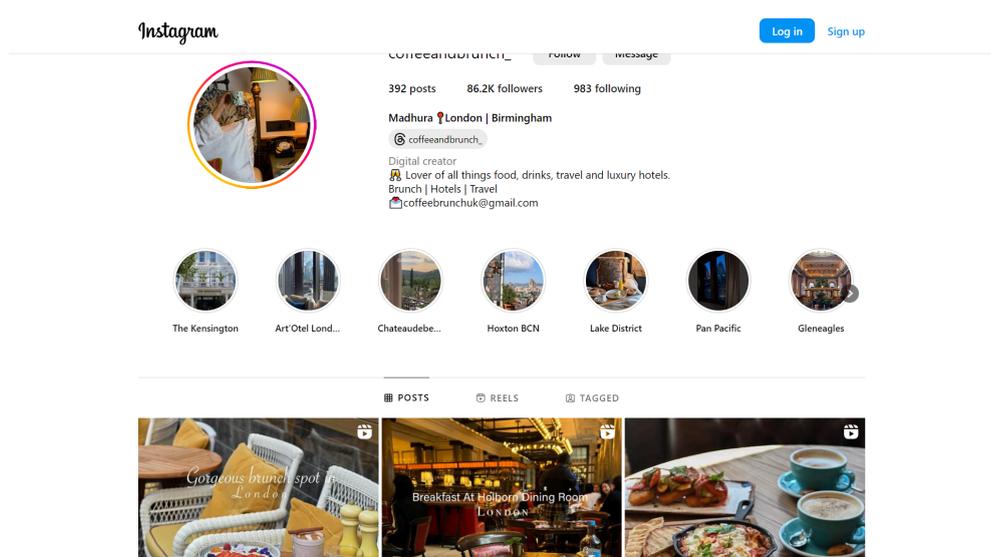
The Rise of Anonymous Online Content Creators

There has been a strong marketing trend in the past few years for 'faceless creators'. That is, a person who makes online content (social media, blog posts, videos, emails etc) without showing their face.

In fact, they stay entirely anonymous, signing off under a pseudonym or a business name.

Here's an example from Instagram - @coffeeandbrunch_ a UK account with over 86,000 followers, where the creator doesn't share their name or face.

Instead they focus purely on food, lifestyle, and travel photos.



Another example is '[Kurzgesagt – In a Nutshell](#)', an educational YouTube channel with over 23 million subscribers that uses animations to explain scientific topics

Also on YouTube is [So Yummy](#) @SoYummy, with 10 million subscribers, who shares recipe videos anonymously:

On TikTok there's Gaming Daily (@gamingdaily) who has well over 200K followers, but doesn't reveal his identity.

While over on X, there's an account called [Scarred for Life](#) - run by a man who shares images of haunting and terrifying TV and magazine clips from the 70s and early 80s – again, he doesn't appear in these or reveal his name.

There's also The Content Cove, which makes visually appealing lifestyle videos for Instagram, TikTok, and Pinterest and charges \$30 per month for unlimited stock videos.

If you check out [their website's 'about me' page](#) you'll see only that they're located in Auckland, New Zealand.

And yet, they're clearly making money!

These are just a few of many examples, showing that you don't need to reveal all about your personal life, identity and opinions to build a large following.

An article about this phenomenon in Forbes explains why....

"Faceless marketing shifts the focus from personal branding to content quality. It relieves creators from constant self-promotion, letting them

concentrate on creating meaningful content and exploring niche topics that resonate with their audience.”

And that’s the key...

Removing your personal details from your online content and marketing DOES NOT mean reverting to bland, boring, business-speak.

It means focussing on GOOD, USEFUL, ENTERTAINING content that speaks to your reader’s hopes, fears, passions and interests.

That requires you to be really in tune with your target audience – because you are relying purely on the content, not your personality, to keep them hooked.

If you can do this, there are benefits....

1. You don’t have to share your private life, or worry about your appearance or status in life.
2. You’ll have much more courage and motivation to step up and start creating content, knowing that your identity is protected.
3. You can build a strong identity for your business around its values, aesthetics or capabilities to solve problems for people.

How does that sound to you?

Would this encourage you to take the plunge and start doing some content marketing online?

If so, here are some guidelines...

How to Run a Faceless Online Business

First you need to create a proper, well-rounded customer avatar – that is, a clearly defined character description of the person you are talking to and selling to.

This applies to EVERY business but it’s even more crucial here, because everything is focussed on the customer, and not you.

That means giving them highly relevant content that they genuinely can’t (or don’t want to) do without.

Secondly, you need to do some work on the 'voice' of the content – if anything, voice becomes MORE important in a faceless business because it imbues it with a personality.

Basically, your content must be recognisable and distinctive, otherwise you will fade into the crowd.

And your content must be consistent in subject matter, style and outlook, too, so that it doesn't just sound like loads of different people are chipping in with whatever they want to share, whenever they feel like it.

That means understanding the values of your brand, and making sure everything you share, create or recommend is in line with them.

Finally, it's harder to make people trust you when they can't see you, hear you, or Google you – so establishing credibility is important.

For instance, you could...

- Share what happy customers say
- Show your business behind the scenes
- Be active on your social media channels
- Ask for feedback
- Respond to comments, queries and reviews

Ideally, anything that shows you a real, genuine person (or team) that is actively helping people in your niche!

So look - by no means is it an easier option to choose the 'faceless' approach....

You still have to think about your customer, your voice, your brand and the quality of what you share.

BUT...

If being out there in front of potentially thousands of people every day makes you feel squeamish then this is an alternative that you should consider.

Let me know what you think about this – would you be more likely to start an online business if you knew you could stay anonymous?

Best wishes

Nick